

**CODE: 1901  
FLSA: EXEMPT  
GRADE: 14**

**TOWN OF VIENNA, VIRGINIA  
JOB DESCRIPTION**

**JOB TITLE: PUBLIC INFORMATION OFFICER  
PUBLIC INFORMATION DIVISION  
TOWN MANAGER'S OFFICE**

**GENERAL STATEMENT OF JOB**

Under limited supervision, performs professional and administrative work in coordinating the activities and operations of assigned areas. Work involves establishing and maintaining a public information program, developing informational materials that inform appropriate members of the public of the Town's policies, programs, services, and activities; utilizing skill in both written and oral communication, analysis, and interpersonal relations; making proper editorial and dissemination decisions about public information; and handling the media effectively in compliance with applicable rules, policies, and procedures. Reports to the Town Manager.

**SPECIFIC DUTIES AND RESPONSIBILITIES**

**ESSENTIAL JOB FUNCTIONS**

Produces monthly newsletter mailed to every home and business in Town; writing, editing, and preparing camera-ready layouts for printing using publishing software.

Writes and distributes press releases; maintains regular contact with local media; promoting cordial relations with local news media.

Answers requests for information from the public; ensures that the Town complies with the Virginia Freedom of Information Act, which governs public access to government records and meetings.

Produces annual calendar of Town events; mails to every home and business in Vienna; compiles information from all departments and community organizations; selects artwork; preparing camera-ready layouts for printing using publishing software.

Produces a citizen's handbook which is updated and reprinted twice a year and is included in a packet of information distributed to new residents.

Produces a newsletter for Town employees and retirees; writes, edits, and prepares camera-ready layouts for printing using publishing software.

Performs miscellaneous activities such as working with community organizations to help publicize their events, taking photographs of official Town events, maintaining portions of the Town's website, updating the weekly Vienna newslines recorded message of upcoming events, attending meetings, maintaining list of community organizations, proofreading budget and agendas, etc.

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Produces brochures, fliers, and other printed materials to promote the programs and activities of Town departments; writes, edits, and prepares layouts for printing using publishing software.

Receives and/or reviews various records and reports such as news generated by Town Council, news generated by Town departments, citizen complaints/requests, requests for records under Freedom of Information Act, and announcements from community organizations.

Prepares and/or processes various records and reports such as Town newsletter, press releases/contact with reporters, responses to requests for information, Citizen's handbook, and website maintenance.

Refers to Town Code, Virginia Freedom of Information Act, Internet, reference books, Town map, policy and procedure manuals, computer manuals, codes / laws / regulations, publications texts, etc.

Operates a variety of equipment such as copier, telephone, digital camera, electric typewriter, fax machine, computer, printer, etc.

Uses a variety of tools such as standard office tools, printing and graphic arts tools, etc.; a variety of supplies such as computer supplies, film, batteries, standard office supplies, etc.; and a variety of computer software such as Microsoft Word, Calendar Builder, WSFTP Pro, Microsoft Outlook, Paint, Corel, Microsoft Desktop Publishing, etc.

Interacts and communicates with various groups and individuals such as the Town Manager, Town Council, news media, Town departments, community groups, and the general public.

### **ADDITIONAL JOB FUNCTIONS**

Serves on a number of permanent and ad hoc committees such as Halloween parade committee, and employee wellness committee.

Performs general administrative/office duties as required, including typing reports and correspondence, entering and retrieving computer data, copying and filing documents, sending and receiving faxes, answering the telephone, establishing and maintaining filing systems, etc.

Performs related duties as required.

### **MINIMUM TRAINING AND EXPERIENCE**

Requires a Bachelor's degree in Communications, Marketing, Public Relations, or closely related field with at least twelve months of experience in news media, public and media relations, or closely related field; or any equivalent combination of education, training, and experience, which provides the required skills, knowledge, and abilities.

## **PUBLIC INFORMATION OFFICER**

### **MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS**

**Physical Requirements:** Must be physically able to operate a variety of machinery and equipment including an automobile, computer terminal, etc. Must be physically able to use a negligible amount of force frequently or constantly to lift, carry, push, pull, or otherwise move objects. Sedentary work involves sitting most of the time, but may involve walking or standing for brief periods of time.

**Data Conception:** Requires the ability to compare and/or judge the readily observable functional, structural, or compositional characteristics (whether similar to or divergent from obvious standards) of data, people, or things.

**Interpersonal Communication:** Requires the ability of speaking and/or signaling people to convey or exchange information. Includes the receiving of information and instructions from supervisor.

**Language Ability:** Requires the ability to read various types of reports, governmental records, press releases, etc. Requires the ability to prepare governmental reports, brochures, fliers, etc. with the proper format, punctuation, spelling, and grammar, using all parts of speech. Requires the ability to speak with and before others with poise, voice control, and confidence.

**Intelligence:** Requires the ability to apply principles of logical thinking to define problems, collect data, establish facts and draw valid conclusions; and to deal with several abstract and concrete variables. Requires the ability to learn and understand relatively complex principles and techniques; to make independent judgments in absence of supervision; to acquire knowledge of topics related to primary occupation. Must have the ability to comprehend and interpret received information.

**Verbal Aptitude:** Requires the ability to record and deliver information and to follow and give verbal and written instructions. Must be able to communicate efficiently and effectively in a variety of technical or professional languages including legal, marketing, and other terminology.

**Numerical Aptitude:** Requires the ability to utilize mathematical formulas; adding and subtracting totals; multiplying and dividing; determining percentages and decimals; and utilizing basic systems of algebra and geometry. Requires the ability to use the practical application of descriptive statistics, fractions, percentages, ratio and proportion, practical algebra, and geometry.

**Form/Spatial Aptitude:** Requires the ability to inspect items for proper length, width, and shape, visually with office equipment and recording devices.

**Motor Coordination:** Requires the ability to coordinate hands and eyes in using automated office equipment; and to operate motor vehicles.

**Manual Dexterity:** Requires the ability to handle a variety of items, office equipment, control knobs, switches, etc. Must have minimal levels of eye/hand/foot coordination.

**Color Discrimination and Visual Acuity:** Requires the ability to differentiate colors and shades of color; requires the visual acuity to determine depth perception, peripheral vision, inspection for small parts; preparing and analyzing written or computer data, etc.

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**Interpersonal Temperament:** Requires the ability to deal with people beyond receiving instructions. The worker needs to relate to people in situations involving more than receiving instructions. Must be adaptable to performing under high levels of stress when confronted with an emergency.

**Physical Communications:** Requires the ability to talk and/or hear: (talking: expressing or exchanging ideas by means of spoken words; hearing: perceiving nature of sounds by ear).

### **PERFORMANCE INDICATORS**

**Knowledge of Job:** Has thorough knowledge of the methods, procedures, and policies of the Public Information Division of the Town Manager's Office as they pertain to the performance of duties of the Public Information Officer. Has thorough knowledge of the laws, ordinances, standards, and regulations pertaining to the specific duties and responsibilities of the position. Has knowledge of the principles of marketing, advertising, and public relations. Has considerable knowledge of methods, practices, and trends associated with development and implementation of marketing plans and marketing strategies, including analysis of marketing-related data, design of advertising and marketing materials, and selection of appropriate media. Has thorough knowledge of Town organization and operational policies and procedures. Is able to use independent judgment and discretion in preparing goals, setting schedules, assigning work, and planning for future needs of the Town. Has knowledge of the principles of management. Is skilled in organizational, management, and human relation skills. Is able to plan and develop daily, short- and long-term goals related to Town purposes. Is able to plan and coordinate the most effective use of personnel, facilities, and resources to achieve Town goals. Is able to make routine administrative decisions independently in accordance with laws, regulations and department policies and procedures. Is able to take the initiative to complete the duties of the position without the need of direct supervision. Is able to plan, organize, and prioritize daily assignments and work activities. Is able to offer training and assistance to co-workers and employees of other departments as required. Is able to read and interpret complex materials pertaining to the responsibilities of the job. Is able to assemble and analyze information and make written reports and records in a concise, clear, and effective manner. Has comprehensive knowledge of the terminology and various professional languages used within the areas of responsibility. Has knowledge of how to maintain effective relationships with personnel of other departments, professionals and members of the public through contact and cooperation. Is able to communicate effectively with a variety of public and private groups and the media as necessary.

**Quality of Work:** Maintains high standards of accuracy in exercising duties and responsibilities. Exercises immediate remedial action to correct any quality deficiencies that occur in areas of responsibility. Maintains high quality communication and interaction with internal and external entities with whom the position interacts.

**Quantity of Work:** Performs described Essential Functions and related assignments efficiently and effectively in order to produce quantity of work which consistently meets established standards and expectations.

**Dependability:** Assumes responsibility for completing assigned work. Completes assigned work within deadlines in accordance with directives, policy, standards and prescribed procedures. Maintains accountability for assigned responsibilities in the technical, human and conceptual areas.

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**Attendance:** Attends and remains at work regularly and adheres to policies and procedures regarding absenteeism and tardiness. Provides adequate notice to higher management with respect to vacation time and leave requests.

**Initiative and Enthusiasm:** Maintains an enthusiastic, self-reliant and self-starting approach to meet job responsibilities and accountabilities. Strives to anticipate work to be accomplished, and initiates proper and acceptable action for the completion of work with a minimum of supervision and instruction.

**Judgment:** Exercises analytical judgment in areas of responsibility. Identifies issues or situations as they occur and specifies decision objectives. Identifies or assists in identifying alternative solutions to issues or situations. Implements decisions in accordance with prescribed and effective policies and procedures and with a minimum of errors. Seeks expert or experienced advice where appropriate and researches issues, situations and alternatives before exercising judgment.

**Cooperation:** Accepts supervisory instruction and direction and strives to meet the goals and objectives of same. Questions such instruction and direction when clarification of results or consequences are justified, i.e., poor communications, variance with established policies or procedures, etc. Offers suggestions and recommendations to encourage and improve cooperation intra- and inter-departmentally.

**Relationships with Others:** Shares knowledge with managers, supervisors and co-workers for mutual benefit. Contributes to maintaining high morale among all employees. Develops and maintains cooperative and courteous relationships inter- and intra-departmentally, and with external entities with whom the position interacts. Tactfully and effectively handles requests, suggestions and complaints in order to establish and maintain good will. Emphasizes the importance of maintaining a positive image.

**Coordination of Work:** Plans and organizes daily work routine. Establishes priorities for the completion of work in accordance with sound time-management methodology. Avoids duplication of effort. Estimates expected time of completion of work elements and establishes a personal schedule accordingly. Attends required meetings, planning sessions and discussions on time. Implements work activity in accordance with priorities and estimated schedules.

**Safety and Housekeeping:** Adheres to all established safety and housekeeping standards. Ensures such standards are not violated.

**DISCLAIMER:** This job description is not an employment agreement or contract. Management has the exclusive right to alter this job description at any time without notice.